

Michigan Health Council's Physician Services Newsletter

September 2008

Greetings,

Welcome to the 3rd edition of the MHC Physician Services newsletter. We are excited to provide news and updates regarding Physician Recruitment and the e-Recruiting solutions offered by **Medical Opportunities in Michigan (MOM)**, **Physician Sourcing Service (PSS)** and **Consulting Partners in Recruiting (CPR)**. If you would like more information, we are available to meet at your convenience to discuss the details of each program.

Deb Caya Collier and Kim Burley
Physician Services
Michigan Health Council

800-479-1666



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MOM Website Enhancements



We are excited to share the news! Our online physician recruitment programs have been under construction and the new and improved features were launched on September 1, 2008!!!

Over the past month you may have noticed a few changes on our physician recruitment websites as new features were added. The new features will not interfere with the ease and efficiency that you have

Recruitment Smarts Can Create Matchmaking Magic

By Kim Burley, Director
of Physician Sourcing
and Consulting at the
Michigan Health Council



We have a recruitment success story featuring one of our MOM/PSS members.

Practice opportunities and proximity to family were critical aspects in Dr. Vesna Kaluza's search for a medical placement. Her extended family is here in Michigan, as is Michigan State University, which courted her physician husband, Robert Conway, for a position as a geneticist there.

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come to expect from MOM. But, you might find that there are new search options, increased choices and added resources.

[Click here for more detailed information on the changes.](#)

For more information, please contact Deb at: (800)479-1666 or email at: deb.collier@mhc.org

ASPR Conference Recap

Tis the Season of Conventions - By Deb Collier

DNC, RNC, and ASPR!!! Guess which one is my favorite?

The 15th meeting of the Association of Staff Physician Recruiters was held in Baltimore, Maryland on August 10 - 12 and it was a smashing success. The attendance exceeded expectations at 359! Medical Opportunities representing MOM, MOO, OMI, and POP participated as an exhibitor and joined 87 other companies who are providing services and products to support the Physician Recruitment and Physician Liaison profession. It might sound hokey, but I can't resist! We have come a long way BABY!

When ASPR was first created, the national meetings were held in Kansas City in conjunction with the annual meetings of the National Conference of Family Medicine Residents and Medical Students. We were a small group and there were about 7 exhibitors!

We are excited to congratulate the winners of our drawings! The [ASPR](#) conference door prize of \$50 cash from Medical Opportunities went to Patricia Voellinger, Physician Liaison with Marshfield Clinic, Minocqua Center, Wisconsin.



Medical Opportunities held a drawing from the visitors who had visited our booth during the conference. The winner of an iPod was Linda Wilson, Physician Recruitment and Retention, FHN, Freeport, Illinois. (Also pictured are MHC Staffers: Deb Collier and Sarah Bates.)

Professional networking is especially important to Physician Recruiters and Physician Liaisons as so many work in small departments. [ASPR](#) and regional professional groups fill a valuable role to our profession and serve to keep colleagues connected.

Attending the recent [ASPR](#) conference was stimulating and motivational as the speakers, attendees, exhibitors and the [ASPR](#) staff and officers created an experience that recognized the valued contributions of Physician Recruiters and Liaisons. We are all

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Upcoming Meetings in Michigan

Michigan American College of Physicians Annual Conference 9/11-9/13 at the Hyatt Dearborn Hotel in Dearborn

Michigan Chapter American Academy of Pediatrics 9/19-9/21 on Mackinac Island

Michigan Academy of Physician Assistants Annual Conference - 10/9-10/11 at the Grand Traverse Resort, Traverse City

MSMS' 12th Annual Conference on Bioethics Universal Health Care: A Grand Experiment in 50 Pieces 10/10-10/11 in Traverse City

MSMS' 143rd Annual Scientific Meeting 10/22-10/24 at the Somerset Inn in Troy

MSMS' E-Health Summit 11/6 in Troy

MSMS' Systemic Health Conference 12/3 in Novi

J-1 Visa Applications

J-1 Visa application packets are now available from MHC. The deadline for application submission is November 1-30. For more information, visit the MHC website at www.mhc.org.

Orthopedic

challenged to meet the recruitment and retention needs of our communities and based on the professionals we met at the [ASPR](#) conference, this profession is up to the challenge!

Save the Date! The [ASPR](#) conference for 2009 is scheduled for August 30 - September 2 in Minneapolis, MN. We'll see you there!

Medical Opportunities in Michigan (MOM)



[Medical Opportunities in Michigan](#) offers an online program for physician recruitment. As members, Michigan

Hospitals, Health Systems and private practices have unlimited access to the proven online data base to post practice opportunities and search the candidate database of Physicians, Physician Assistants, Nurse Practitioner and CRNA candidates. Candidates can register on the site for free and search opportunities that match their search criteria. Launched in 1994, MOM is managed by Michigan Health Council, a non profit organization with a mission of building the healthcare workforce in every community.

We are proud to announce that the program has over 1100 registered candidates seeking an opportunity! 280 new candidates have registered in the past 60 days! 100 of the new physician candidates are Primary Care - Family Practice, Internal Medicine, and Hospitalists, 46 candidates are Nurse Practitioner or Physician Assistants. The remaining physician candidates represent 61 specialties!

We have exhibited at the following events this summer to promote your opportunities:

- Michigan Academy of Family Practice, Annual Meeting
- Career MD, Southfield
- Career MD, Cleveland
- Emergency Medicine, Residents Day, MSU
- St John Health, Macomb
- Michigan American College of Physicians

We have mailed to all training residents in Michigan, Ohio, Indiana and Pennsylvania. We have emailed to all attendees of the Career MD fairs. Ads have been placed in Career MD publications for both Internal Medicine and Family Practice. We have placed online ads with the AAFP/Compass program, DO online, RAD working, and CARD working.

Next on the schedule are mailings to all practicing physicians and training programs in the four states. We are scheduled to exhibit at the Michigan State Medical Society, Indiana State Medical Association, Michigan Academy of Physician Assistants, Career MD - Philadelphia, Career MD - Pittsburgh, Ohio Network of Physician Recruiters Job Fair, and we are meeting with the freshman Medical Students at MSU.

Watch us grow as we continue to promote MOM as the first choice in

Surgery Snapshot

Did you know?

There are 153 Orthopedic Surgery Residency training programs in the U.S.! This is a 5-year Residency Program, following 4 years of medical school.

In 2007, the U.S. had 3,210 active Orthopedic Surgery residents. Of these, 88.6% were male
11.4% were female

2.3% were International Medical Grads

Only 615 Residents graduated in 2007! Program directors knew of the plans of 526 (85.5%) of the 615 physicians:

8.2% will practice General Orthopedics
81.6% will pursue more training (fellowship)
4% planned to work in academics

For more information, contact Sarah Bates, Program Manager - Medical Opportunities in Michigan at (800) 479-1666 or bates@mhc.org

** This information was gathered from the AMA's Fellowship and Residency Electronic Interactive Database (FREIDA online)

physician recruitment for candidates and recruiters!

Physician Sourcing Service (PSS)



Physician Sourcing Service

A Program of the Michigan Health Council

PSS has been sourcing candidates for Michigan hospitals and health systems since 2000. Physician referrals are made to member hospitals that have specific interest in their posted opportunities. PSS sources candidates of all specialties, Physician Assistants and Nurse Practitioners. PSS referred 560 physicians to Michigan hospitals in 2007. Since January, 5497 phone calls to physicians have been made on behalf of our members. Contact Kim Burley, Director of Physician Sourcing and Consulting at the Michigan Health Council at 800-550-6013.

Consulting Partners in Recruiting (CPR)



Consulting Partners in Recruiting

A Program of the Michigan Health Council

CPR is the newest physician service at MHC and has been designed to complement in-house physician recruitment departments. CPR offers an ala carte menu of services that provide assistance with several aspects of recruitment and will customize a plan that works for you. For those that haven't recruited a physician recently, CPR can assist with a marketing plan or even assist with implementing recruitment strategies-whether it is designing ads or direct mail pieces, or assisting in the sourcing efforts to a target group. For a free consultation, contact Kim Burley, Director of Physician Sourcing and Consulting at 800-550-6013.